

2010 Event

Sponsorship

SUPPORT THE ZOO & YOUR COMMUNITY



2010 Events at Sequoia Park Zoo

APRIL 4

EGGSTRAVAGANZA

MAY 22

BREW AT THE ZOO

JULY 10

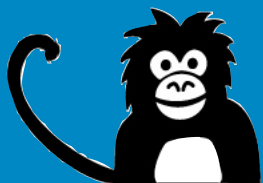
ZIPPITY ZOO DAY

AUGUST 14

ZOOTINI

OCTOBER 24

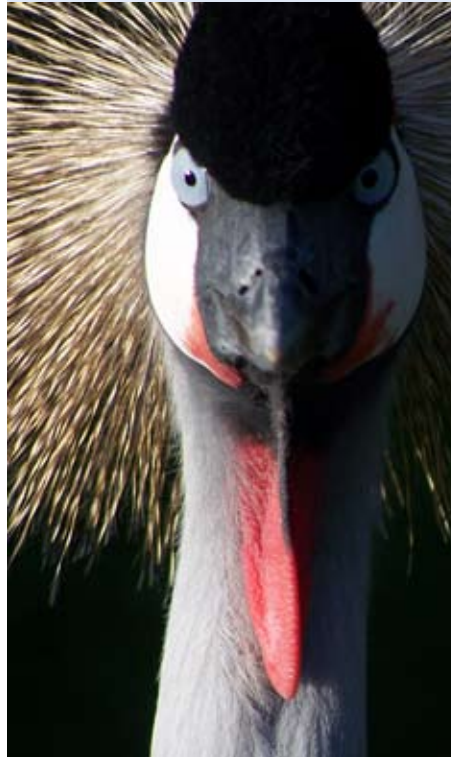
BOO AT THE ZOO



2010 Event Sponsorship

Sponsorship Levels:

PLATINUM TAMARIN	\$15,000
GOLD GIBBON	\$10,000
SILVER FLAMINGO	\$5,000
BRONZE BEAR	\$2,500
COPPER CAVY	\$1,000
SUPPORTING SPONSOR	\$500
FRIEND OF THE ZOO	\$250



With almost 900 household memberships and 75,000 visitors annually, Sequoia Park Zoo enjoys the support of our community and is a Humboldt County tourist destination. The Zoo's five major events are always well-attended affairs, drawing crowds of all ages.

By becoming a 2010 Event Sponsor, your business will benefit from numerous year-long promotional opportunities while reaching a new and diverse audience. And because the Sequoia Park Zoo Foundation is a 501(c)(3) organization, your sponsorship may be tax-deductible.

Sequoia Park Zoo's 2010 Events



APRIL 4, 2010

EXPECTED ATTENDANCE: 1,200

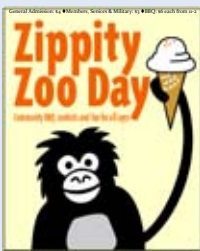
TARGET AUDIENCE: FAMILIES



MAY 22, 2010

EXPECTED ATTENDANCE: 650

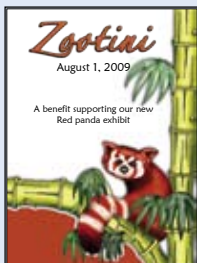
TARGET AUDIENCE: YOUNGER ADULTS, 21+



JULY 10, 2010

EXPECTED ATTENDANCE: 850

TARGET AUDIENCE: FAMILIES



AUGUST 14, 2010

EXPECTED ATTENDANCE: 250

TARGET AUDIENCE: ADULTS 21+



OCTOBER 24, 2010

EXPECTED ATTENDANCE: 1,200

TARGET AUDIENCE: FAMILIES

2010 Event Sponsors



		RECOGNITION IN ZOO CHATTER (# OF TIMES)	1/4 PAGE AD IN SUMMER ZOO CHATTER	SPONSORSHIP RECOGNIZED ON ZOO'S WEBSITE	RECOGNIZED AS A SPONSOR ON ALL PROMO MATERIALS
PLATINUM TAMARIN	\$15,000	2	2	✓	✓
GOLD GIBBON	\$10,000	2	1	✓	✓
SILVER FLAMINGO	\$5,000	2		✓	✓
BRONZE BEAR	\$2,500	2		✓	✓
COPPER CAVY	\$1,000	2		✓	✓
SUPPORTING SPONSOR	\$500	1		✓	
FRIEND OF THE ZOO	\$250	1		✓	

KEY:

ADVERTISING BENEFITS

PUBLIC RELATIONS BENEFITS

IN-ZOO ADVERTISING BENEFITS

COMPLIMENTARY TICKETS

HOSPITALITY

Benefit Details



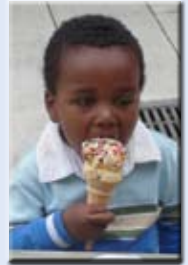
- ✧ SPONSORSHIP RECOGNIZED ON WEBSITE: All sponsor levels will be highlighted on the sponsorship page of our website.
- ✧ RECOGNIZED AS SPONSOR ON ALL PROMO MATERIALS: Your business name and/or logo will be included on posters, flyers, ads, etc.

- ✧ CROSS-PROMOTIONAL OPPORTUNITIES: Sponsor is given the rights to utilize the Zoo name and/or logo in brand specific advertising, as approved by SPZF.
- ✧ NAME INCLUDED IN PSA'S: Your business' name will be broadcast as a sponsor on our event-specific radio ads; for Bronze Bear and higher sponsorship levels.
- ✧ NAME INCLUDED ON EVENT PRESS RELEASES: Your business' name will be included as a sponsor on 2009 event press releases sent by SPZF.
- ✧ YOUR AD BANNER AT ZOO FOR 2009: Your business will have its banner on display for all of 2009 at Sequoia Park Zoo; you provide a banner that fits our size requirements.



Benefit Details, cont.

- ✧ **YOUR AD BANNER AT OUR 5 EVENTS:** Your business' banner will be displayed at each of our five events in 2009; please drop off Wed. prior each event.
- ✧ **LOGO INCLUSION ON SIGNAGE:** Your business' logo will be included on all event signage within Sequoia Park Zoo.
- ✧ **BUSINESS NAME INCLUSION ON SIGNAGE:** Your business' name will be included on all event signage within Sequoia Park Zoo.
- ✧ **V.I.P. ZOO TOUR:** A behind the scenes tour for 4-6 people of your choosing (depending on sponsorship level) of Sequoia Park Zoo.
- ✧ **PRODUCT DISTRIBUTION OPPORTUNITIES:** Business will have the opportunity to provide product samples, branded premiums or "treats" to be distributed at events, as approved by SPZF.
- ✧ **COMPLEMENTARY RENTAL:** Your business will have the opportunity to use our community room for one function up to 50 people. Includes general Zoo admission and a private animal encounter for the group. Food and non.alcoholic beverages to be offered at current Zoo rates.



Sequoia Park Zoo Foundation

The mission of the Sequoia Park Zoo is to inspire wonder, understanding and respect for the natural world by providing fun, rewarding educational experiences that encourage meaningful connections between animals, humans, and our environment.

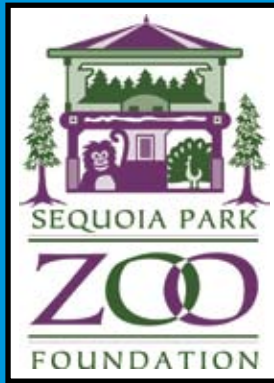
Should you have questions regarding our 2010 Event Sponsorship Opportunities, please contact:

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